

5. The method of claim 4, further comprising the steps of sorting the items of content in ascending or descending order as a function of the number of indications tallied for each review, and sequentially displaying the items of content in the sorted order.

1 6. A system for identifying as being helpful or otherwise
2 valuable items of content in a database coupled to a
3 distributed communication network, comprising:

4 means for displaying items of content from said
5 database on a client display connected to said database
6 over said network;

7 means for providing an interactive element associated
8 with the displayed item of content on the client display,
9 which when clicked by a user indicates that the user has
10 found the displayed item of content helpful;

11 means for receiving at said database an indication
12 that the user has clicked the interactive element, and
13 incrementing a count of a stored number of indications for
14 said item of content in response to said indication; and

15 means for displaying the number of indications
16 associated with an item of content on said client display
17 together with the item of content.